

Case No COMP/M.7354 - ADM/ WILD FLAVORS/ WDI

Only the English text is available and authentic.

**REGULATION (EC) No 139/2004
MERGER PROCEDURE**

Article 6(1)(b) NON-OPPOSITION
Date: 19/09/2014

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EUROPEAN COMMISSION

Brussels, 19.09.2014
C(2014) 6826 final

PUBLIC VERSION

SIMPLIFIED MERGER
PROCEDURE

To the notifying party:

Dear Madam(s) and/or Sir(s),

**Subject: Case M.7354 - ADM/ WILD FLAVORS/ WDI
Commission decision pursuant to Article 6(1)(b) of Council Regulation (EC) No
139/2004¹**

1. On 26 August 2014, the European Commission received notification of a proposed concentration pursuant to Article 4 of the Merger Regulation by which the undertaking the Archer-Daniels-Midland Company, ('ADM', United States), acquires within the meaning of Article 3(1)(b) of the Merger Regulation sole control of the undertakings WILD Flavors GmbH, ('WILD Flavors' Switzerland) and WILD Dairy Ingredients GmbH, ('WDI'. Germany) by way of purchase of shares.
2. The business activities of the undertakings concerned are:
 - for ADM: procession of oilseeds, corn, wheat, cocoa, and other agricultural commodities and manufacture of protein meal, vegetable oil, corn sweeteners, flour, biodiesel, ethanol, and other value-added food and feed ingredients,

¹ OJ L 24, 29.1.2004, p. 1 ("the Merger Regulation"). With effect from 1 December 2009, the Treaty on the Functioning of the European Union ("TFEU") has introduced certain changes, such as the replacement of "Community" by "Union" and "common market" by "internal market". The terminology of the TFEU will be used throughout this decision.

- for WILD Flavors: manufacture, trade and sale of ingredients for the food and beverage industry in the form of “flavour systems“,
 - for WDI: production of fruit preparations that provide complete solutions for use in dairy products, ice cream and bakery products.²
3. After examination of the notification, the European Commission has concluded that the notified operation falls within the scope of the Merger Regulation and of paragraph 5 (c) of the Commission Notice on a simplified procedure for treatment of certain concentrations under Council Regulation (EC) No 139/2004.³
 4. For the reasons set out in the Notice on a simplified procedure, the European Commission has decided not to oppose the notified operation and to declare it compatible with the internal market and with the EEA Agreement. This decision is adopted in application of Article 6(1)(b) of the Merger Regulation.

For the Commission
(Signed)
Alexander ITALIANER
Director General

² Publication in the Official Journal of the European Union No C 299, 5.9.2014, p. 18.

³ OJ C 366, 14.12.2013, p. 5.